



Sanitary Secrets

100 pad ads in 100 years

Sponsored by



Supported by



Participants of



Acknowledgments

Special thanks to Melbourne Design Week, BSide Gallery, Diva Cup®, Parlour, Tom™ Organic, the City of Melbourne and Swinburne's School of Design for supporting this exhibition. Having Amber Bonney, Reg Abos and Councilor Jamal Hakim contribute their thoughts to the project has also been invaluable. And what would the exhibition opening have been without Bae L'amour? I also wish to thank my family for their loving support and encouragement.

First published 2021.

© Jane Connory 2021

ISBN: 978-0-646-83519-8

All rights reserved. Any reproduction of the content within this publication requires prior permission in writing from the publisher.

Designer, author & curator

Dr Jane Connory has curated the 'Sanitary Secrets' exhibition as part of her research exploring the visibility and diversity of women in design. She is a lecturer at Swinburne University's School of Design and has held positions as the National Head of Research and Insight at the Design Institute of Australia, the Vice President of Creative Women's Circle and Coordinator of the Emerging Scholars Workshop at the Design and Culture, Francis and Taylor journal.

Disclaimer

All endeavours have been made to contact the copyright holders of this material, this includes the State Library of Victoria, Trove, the product brands and magazine publishers. In the event you are the copyright holder of material contained within this catalogue please contact Jane Connory immediately to discuss permission release and consent.

Contact: jconnory@swin.edu.au.

1. Below: 1954, *The Australian Woman's Mirror*, Vol. 30 No. 38, pp.23, *The Bulletin Newspaper*, Sydney.

Every week


More and yet more women
are changing to

**MODERN SANITARY
PROTECTION**

... they're changing to

Modess

PACKET OF 12 **2/9** EVERYWHERE



More Australian women use Modess than all other brands, because Modess gives comfort, really hygienic protection and assurance all the time. And when you buy Modess ask for a Modess Adjustable Belt.

MODESS • PRODUCT OF JOHNSON & JOHNSON • WORLD'S LARGEST MANUFACTURERS OF SURGICAL DRESSINGS

JM4/5.7

Introduction

Say the word 'period' in public and you will get a mixed response. Some people will react in shock, some will pretend nothing was said and still some will enthusiastically engage in the topic. However, many will turn away in shame and turn red with embarrassment.

A period is a natural and healthy occurrence for a body that is ready to reproduce children. It is nothing to be ashamed of. Yet where do these negative behaviours stem from? Print advertising, especially in women's magazines, has a bad reputation for promoting this response of shame and embarrassment.

The 'Sanitary Secrets' exhibition is a curated collection of 100 'pad ads' (or period product advertisements) that have been printed in Australian women's magazines between 1920 to 2020.

These 'pad ads' have been hung both chronologically and in themes to represent how their designs have contributed to these harmful norms. Stigmas that negatively affect the wellbeing and sexual health of people who experience periods.

In both the exhibition and this catalogue, each individual 'pad ad' has been coded with a coloured dot to indicate which of these themes are evident in the art direction and copy writing.

They include:

- ✚ The misrepresentation of periods as a medical problem;
- Coding the menstrual taboo through the use of the colour blue, high fashion modeling, white clothes, the confinement of women to private domestic spaces, traditionally feminine roles/employment/sports and the oversexualisation of young women; and
- * Modeling secretive behaviour between female friends, with males, between mother and daughters and through the design of packaging.

In order to get the response from consumers of these products, a survey was conducted. Ten of these 'pad ads' were shown in an online survey to gauge how much shame and secrecy they communicated.

Throughout the exhibition and catalogue you will see both quotes and data from the survey. What is positive to see is that the levels of shame and embarrassment are slowly improving. Maybe it's the inclusion of more women in creative roles in advertising agencies that have had this effect. Or maybe it's a greater awareness of empathy in the producers of the 'pad ads'.

Either way, 'Sanitary Secrets' encourages graphic designers, visual communicators and art directors to question and address harmful norms in their work. It also encourages the public to have a more positive attitude towards periods by questioning feelings of shame and secretive behaviours.



Five whole years of your life...

Here's an astonishing fact...the days in an average woman's life when she needs sanitary protection, add up to five whole years or more! That's a lot of days. Every woman ought to learn to make them easier, more comfortable days. So—if you are still buying the same brand of sanitary napkins you started buying years ago—here's news you ought to hear... There's something better now! Modess—a napkin so much SOFTER and SAFER that it is bringing new comfort and peace of mind to women everywhere!

Cut a Modess pad in two and examine the filler. It's fluffy, soft as down—entirely different from the crepey, close-packed layers in other napkins. That's why Modess never chafes.

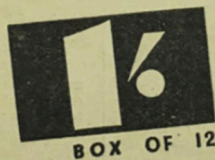
Now test the moisture-proof backing inside a Modess pad. Pour water on it—see that not a drop can "strike through!" No other napkin gives this special, CERTAIN-SAFE protection.

Yet for all its greater comfort and safety, Modess actually costs LESS—it is economical.

Ask for

Modess
SANITARY NAPKINS

A PRODUCT OF
JOHNSON &
JOHNSON



BOX OF 12

Ask also for

VEMO
(Deodorant Powder)

A soothing, absorbent and mildly astringent powder for personal hygiene. Sprinkle freely on Sanitary Napkins.

1. Left: 1938, *The Australian Woman's Mirror*, Vol. 14 No. 15, pp.21, *The Bulletin Newspaper*, Sydney.

1920s



1. Right: 1926, The Australian Woman's Mirror, Vol. 1 No. 50, pp.27, *The Bulletin Newspaper*, Sydney.



2. Below: 1926, The Australian Woman's Mirror, Vol. 2 No. 43, pp.23, *The Bulletin Newspaper*, Sydney.



3. Below: 1926, The Australian Woman's Mirror, Vol. 2 No. 9, pp.58, *The Bulletin Newspaper*, Sydney.



4. Below: 1926, The Australian Woman's Mirror, Vol. 2 No. 50, pp.2, *The Bulletin Newspaper*, Sydney.

"I never knew Kleinert's made such wonderful things"

Every woman who desires a real protection for her Bathing Cap, Baby Pants, Baby Aprons, Bibs, Shirlastic Garter Ribbon, Bathing Bags, Powder Puff Pockets, etc. These include Rubber Work and Tea Aprons, Rubber Bathing Caps, Baby Pants, Baby Play Aprons, Bibs, Shirlastic Garter Ribbon, Bathing Bags, Powder Puff Pockets, etc. It is impossible to deal in detail with these many lines, or give you any idea of their quite remarkable attractiveness. Ask your retailer to show you the New Kleinert Range, or write to us for a fully descriptive Booklet.

Ask Your Draper

Kleinert's
Protective Necessities

This free Booklet will give you all the intimate details.

Wholesale Australian Distributors:
L. & E. MARKS & SAULWICK PTY. LTD.
MELBOURNE: SYDNEY: BRISBANE: ADELAIDE: PERTH: HOBART:
Flinders Lane. York St. Edward St. Charles St. Hay St. Market St.

L. & E. MARKS & SAULWICK PTY. LTD.
Please forward your Kleinert Booklet to: (Print)
Name: _____
Address: _____

DENYER BROS.

for all Surgical Appliances

HEALTH protection should surely be a first consideration with everyone. Whenever the use of a Surgical Appliance becomes necessary lose no time in adopting the safeguard.

Denyer Bros. specialise in these. Trusses, Surgical Belts for all purposes, Elastic Hosiery, etc., to meet every need. Each item scientifically correct.

FREE ADVICE TO CUSTOMERS.
Nurse Always in Attendance.

Denyer Bros.,
Dept. 7,
281 George Street, Sydney.

YOUR DAINTY SUMMERY THINGS NEED
Kleinert's
PROTECTION

Send for Your Free Copy of this Descriptive Booklet

YOU'll be surprised at the convenience Kleinert's have to offer you—things you've always wanted and didn't know you could have.

Find out about Denier Shields, Rubber Work, Tea Aprons, Rubber Bathing Caps, Baby Pants, Shirlastic Garter Ribbons, Bathing Bags, etc.

And then there is Kleinert's wonderful range of Sanitary Garments. This booklet describes and illustrates every garment and explains its use.

Post the Coupon

All Kleinert's Products are Pure Rubber

L. & E. MARKS & SAULWICK PTY. LTD.
281 GEORGE STREET, SYDNEY, N.S.W.



Sold by
Drapers and Chemists Everywhere.
In germ-proof sanitary packages
containing 12 pads.

ASK FOR THEM BY NAME.

Four Marvellous Features

Protection, Immaculacy, Deodorization, Ease of Disposal

KOTEX is made from super-absorbent Cellucotton, a wonderful surgical product which absorbs 16 times its own weight in moisture.

This absorbency insures protection always.

It prevents the anxiety which affects peace-of-mind and consequent poise. You can live your normal life undisturbed. This absorbency also permits the immaculacy, the exquisite personal daintiness which alone satisfies fastidious women. This wonderful new discovery—deodorization—completes perfection.

Last, yet the most important of all, is ease of disposal. You get rid of Kotex as easily as a sheet of tissue, the same way. This forever ends this constant source of embarrassment.

If unable to procure, a packet of Kotex will be mailed post free upon receipt of postal-note for 3/11.

Address: Miss Lillian Cheek, Care of Walter Cathro Pty. Ltd., 50 York Street, Sydney.

5. Below: 1926, The Australian Woman's Mirror, Vol. 2 No. 51, pp.51, *The Bulletin Newspaper*, Sydney.

6. Below: 1928, The Australian Woman's Mirror, Vol. 4 No. 11, pp.35, *The Bulletin Newspaper*, Sydney.

7. Below: 1929, The Australian Woman's Mirror, Vol. 5 No.6, pp.35, *The Bulletin Newspaper*, Sydney.

8. Below: 1929, The Australian Woman's Mirror, Vol. 5 No. 14, pp.21, *The Bulletin Newspaper*, Sydney.

Used by Thousands of Women Throughout the World

who desire Comfort, combined with a Perfect Assurance of Security, at all times.

Southall's Sanitary Towels and Specialities.



LADIES' Protective Aprons and Knickers (for Day or Night Wear), Towel Suspenders, Rubber Nursing or Household Aprons, etc.

INFANTS' Wear in Delicate Shades of Pure Rubber, i.e., Modesties, Bibs, Play Aprons, etc.

Obtainable from All Drapers.

For further information write:

Walter J. W. CHILDS
Pty. Ltd.,
325 Flinders Lane, Melbourne

Ladies

The New
"CELTEX"
Sanitary Towel

For Comfort and Hygiene

A Most Efficient
Sanitary Pad—Antiseptic,
Thoroughly Absorbent,
Can easily be disposed of.
No laundry.

Made by "SOUTHALLS," the original makers of Sanitary Towels and Specialities for Ladies and Children.

In Packets of One Dozen,
Obtainable from:—
Buckley & Nunn, Ltd., Melbourne;
David Jones, Ltd., Sydney; James
Marshall & Co., and Birks, Ltd.,
Adelaide.

Australian Representatives;
Walter J. W. CHILDS
Proprietary, Limited,
325 Flinders Lane, Melbourne.



Security and Economy for the woman—**MENEX**—*Entirely British Made*

Size XI (Cartons of 6) 4/3
Size XO (Packets of 12) 5/6
Size XI (Cartons of 12) 8/6

MENEX
Sanitary Disposables

Face the day
with confidence....

TIME was when Nature enforced severe restrictions upon a woman's activities. Personal hygiene was a real problem then.

Now—the signs of an active day make little or no difference to the woman who places her confidence in MENEX, the All-British, well-diagnosed hygiene towel. She can wear the freedom of flannels without fear.

MENEX, with its greater comfort, its super-absorbency, and the fact that it is REALLY disposable and invisible when travelling and on holiday time, will give you a new sense of freedom and ease never before thought possible.

Write to Miss Balfour, Box 409, G.P.O., Melbourne, or Box 65119, G.P.O., Sydney, for a Free Sample of MENEX.

For Greater Comfort and Convenience—Buy **MENEX**


The Day's Play— and Protection

THE modern sports girl, loath to allow ungainly protective methods to interfere with her dainty sports wear, has embraced the Kleinert's idea of Protective Necessities with full confidence, for there is a new comfort and a new assurance in life when the wardrobe contains Kleinert's.

Beautifully cut and made in fine lingerie fabrics, edged with lace: the Kleinert's Protective Garments are cool, attractive undies.

Worn with the slimmest of Gowns and the flimsiest frocks without bulkiness—and yet are adequately protective.

46719 and 46819



Kleinert's
Protective Necessities

L. & E. Marks & Sandwick
Pty. Ltd.
Wholesale Australian Distributors
Branches in All States.

1930s



2. Below: 1930, The Australian Woman's Mirror, Vol. 68 No. 40, pp.17, The Bulletin Newspaper, Sydney.



3. Below: 1930, The Australian Woman's Mirror, Vol. 6 No. 32, pp.24, The Bulletin Newspaper, Sydney.



4. Below: 1932, The Australian Woman's Mirror, Vol. 8 No. 34, pp.30, The Bulletin Newspaper, Sydney.



5. Below: 1933, The Australian Woman's Mirror, Vol. 9 No. 22, pp.20, The Bulletin Newspaper, Sydney.





1. Right: 1939, The Australian Woman's Mirror, Vol. 15 No. 25, pp.65, *The Bulletin Newspaper*, Sydney.



6. Below: 1934, The Australian Woman's Mirror, Vol. 10 No.29, pp.57, *The Bulletin Newspaper*, Sydney.



7. Below: 1935, The Australian Woman's Mirror, Vol. 11 No. 30, pp.457, *The Bulletin Newspaper*, Sydney.



8. Below: 1936, The Australian Woman's Mirror, Vol. 12. No. 51, pp.51, *The Bulletin Newspaper*, Sydney.



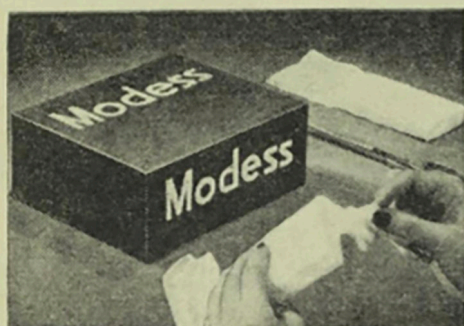
9. Below: 1937, The Australian Woman's Mirror, Vol. 13 No. 42, pp.63, *The Bulletin Newspaper*, Sydney.



1. Below: 1940, The Australian Woman's Mirror,
Vol. 16 No. 26, pp.30, *The Bulletin Newspaper*, Sydney.

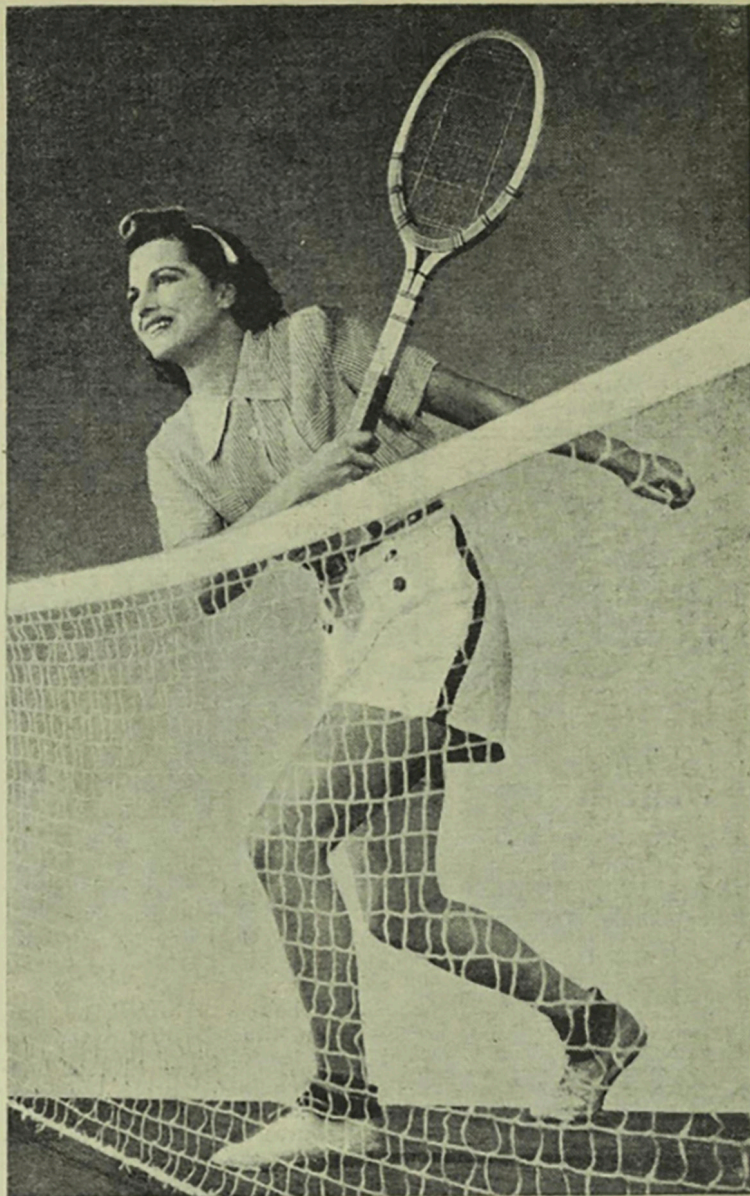


Gr-r-r! I was cross as a bear! Our indoor tennis tournament would come at the wrong time of the month! "You take my place," I told Nancy. "I'll be too chafed to jump around!" "Bosh!" laughed Nancy. "That's no excuse nowadays! Haven't you heard about Miracle Modess with 'Safety Zoning'?"



And back she came in a minute with a box of Modess. "Look—" Nancy said, cutting a pad. "Modess isn't a layer-type napkin. It has a wonderful filler of fluff. So airy-soft. Modess moulds to the body perfectly without bulk or bunching. And Modess stays softer because 'Safety Zoning' acts for your assurance and comfort, keeping comfortable longer than ever before!"

Try it now!....



Well, I whizzed through one match after another! As comfortable as you please—thanks to Modess! I felt perfectly safe, too, because every Modess pad has a moisture-resistant backing to guard against accidents. So you can see I'm really grateful for Miracle Modess! And lucky for me, it costs no more!

ask
for

Modess

SANITARY NAPKINS

STILL

1!

BOX OF 12

BUY
NOW

1940s

Surgical dressings in wartime...

JOHNSON & JOHNSON PTY. LIMITED is filling the demands of the Australian Forces and of the National Emergency Services for many types of surgical dressings and medical equipment. This company is the major contractor to the Navy, Army and Air Force Departments for Field Dressings, Shell Dressings, Hospital Dressings, Cotton Wool, Surgical Gaius and Adhesive Plasters of many types.

Of over 500 employees, the majority are now engaged in the essential contribution made by Johnson & Johnson to the national war effort.

We trust you will bear with us, should you occasionally find that your chemist or store has no stock of our well-known Johnson's Baby Powder, Tok Toothbrushes or Modess Sanitary Napkins.

Johnson & Johnson
PTY. LTD., SYDNEY

Why I switched to Meds

—by a hospital nurse

It would be silly for a nurse not to keep up with modern ideas. I've used internal sanitary protection even though it cost me a lot more. But when I learned that the makers of Modess had brought out Meds—a new and improved tampon at only 1/8 a box of ten—I decided to try them. And now I don't regret it. Meds are the best tampons I've ever used. And they're the only tampons in individual applicators that are so reasonable.

ONLY 1/8

EACH IN INDIVIDUAL APPLICATOR

MADE BY THE MAKERS OF MODESS

Meds

INTERNAL SANITARY PROTECTION

Printed and published by Henry Adams Printers, at the Sydney Black Star, Sydney, N.S.W., Australia.

Why I switched to Meds

—by a school teacher

Ancient history is my subject—but when it comes to sanitary protection, I'm all for the modern internal way. So I certainly was delighted when the makers of Modess brought out Meds—a new and improved tampon at only 1/8 a box of ten. I like Meds far, far better. And they're the only tampons in individual applicators so wonderfully inexpensive.

With Applicators . . . 1/8
Also Available Without Applicators 1/5

MADE BY THE MAKERS OF MODESS

Meds

INTERNAL SANITARY PROTECTION

Printed and published by Henry Adams Printers, at the Sydney Black Star, Sydney, N.S.W., Australia.

This should interest you!

Of 10,000 American women who were asked for opinions on Modess, 3 out of every 4 voted Modess softer. Buy Modess, and you, too, will agree that it is softer . . . and safer.

3 out of every 4 voted...

Modess
SANITARY NAPKINS
softer

Product of Johnson & Johnson, Inc., New York, N.Y. U.S.A. Made in U.S.A. by Johnson & Johnson, Inc., New York, N.Y. U.S.A.



2.Above: 1942, The Australian Woman's Mirror, Vol. 18 No. 44, pp.22, *The Bulletin Newspaper*, Sydney.



3.Above: 1943, The Australian Woman's Mirror, Vol. 19 No. 12, pp.32, *The Bulletin Newspaper*, Sydney.



4.Above: 1944, The Australian Woman's Mirror, Vol. 20 No. 7, pp.32, *The Bulletin Newspaper*, Sydney.



5.Above: 1945, The Australian Woman's Mirror, Vol. 21 No. 6, pp.20, *The Bulletin Newspaper*, Sydney.



6.Below: 1946, The Australian Woman's Mirror, Vol. 22 No. 6, pp.15, *The Bulletin Newspaper*, Sydney.



7.Below: 1947, The Australian Woman's Mirror, Vol. 23 No. 11, pp.40, *The Bulletin Newspaper*, Sydney.



8.Below: 1949, The Australian Woman's Mirror, Vol. 25 No. 11, pp.29, *The Bulletin Newspaper*, Sydney.

She must remain a Mystery!

Her identity must remain a secret, but you may know that she has discovered the secret of hygienic, economical protection . . . It's Modess, the softer, safer sanitary napkin, available at all chemists and stores.

Modess

SANITARY NAPKINS
1/31 box of 12

PRODUCT OF JOHNSON & JOHNSON
World's Largest Manufacturers of Surgical Dressings

FREE!

Write for a copy of "Growing Up". An illustrated booklet prepared by Johnson & Johnson to help you advise your daughter of 11 to 16 years on personal problems.
Johnson & Johnson Pty. Ltd., 200 York St. North, Sydney.

Her Name cannot be told—

You can't know her name, but you can know that she has discovered the secret of "everyday-of-the-mouth comfort" . . . She knows that Modess means hygienic, economical sanitary protection . . . Ask your chemist or store for Modess.

Modess

SANITARY NAPKINS
1/31 box of 12

PRODUCT OF JOHNSON & JOHNSON
World's Largest Manufacturers of Surgical Dressings

FREE!

Write to Johnson & Johnson Pty. Ltd., Box 3331, G.P.O., Sydney, for a copy of "Growing Up". An illustrated booklet prepared by Johnson & Johnson to help you advise your daughter of 11 to 16 years on personal problems.

then and NOW

Gay and carefree is the modern miss who sighs no more for frills and fashions of long ago. Active, busy women know the comfort . . . the freedom of dependable Modess, the modern sanitary napkin. Hygienically safe, Modess is softer, more economical . . . leaves no revealing outline.

★ YEMO Deodorant Powder, the perfect aid to personal hygiene.

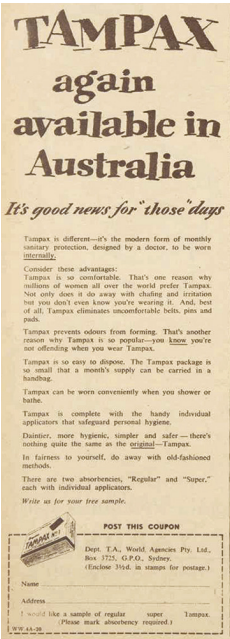
MODERN WOMEN PREFER

Modess

SANITARY NAPKINS
*certain *safe *sure

A PRODUCT OF JOHNSON & JOHNSON
World's Largest Manufacturers of Surgical Dressings

1950s



1.Above: 1951, The Australian Woman's Mirror, Vol. 27 No. 11, pp.25, *The Bulletin Newspaper*, Sydney.



2.Above: 1952, The Australian Woman's Mirror, Vol. 28 No. 12, pp.34, *The Bulletin Newspaper*, Sydney.



3.Above: 1953, The Australian Woman's Mirror, Vol. 29 No. 17, pp.25, *The Bulletin Newspaper*, Sydney.



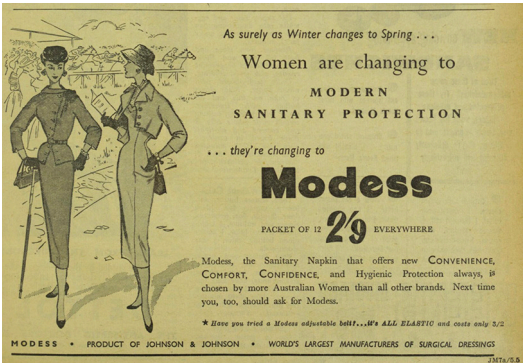
4.Above: 1955, *The Australian Women's Weekly*, February 9, pp. 46, Australia.



5.Below: 1954, The Australian Woman's Mirror, Vol. 30 No. 12, pp.25, *The Bulletin Newspaper*, Sydney.



6.Below: 1959, *The Australian Women's Weekly*, July 15, pp.6, Australia.

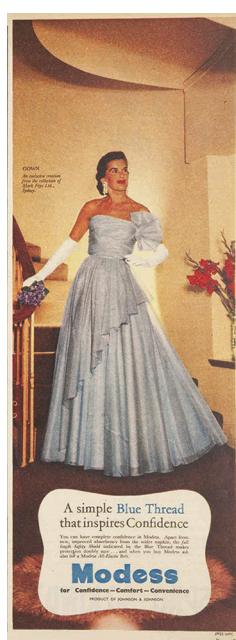




7.Above: 1955, *The Australian Women's Weekly*, January 5, pp.4, Australia.



8.Above: 1957, *The Australian Women's Weekly*, October 30, pp.66, Australia.



9.Above: 1955, *The Australian Women's Weekly*, February 16, pp.51, Australia.



10.Above: 1957, *The Australian Women's Weekly*, September 4, pp.16, Australia.



11.Above: 1958, *The Australian Women's Weekly*, June 4, pp.72, Australia.

12.Below: 1955, *The Australian Women's Weekly*, January 12, pp.26, Australia.

Five days of new freedom

The Secret of going Anywhere, doing Anything — Any day of the month is known to countless thousands of women who have discovered Meds. Meds — the safer, softer tampon that means no belts, no pins, no tell-tale outline.

with **Meds** internal tampons

Want to know more of Tampons? Our FREE Meds book tells you all about internal sanitary protection. Write for your copy to Nurse Reid, Johnson & Johnson, Box 3331, G.P.O., Sydney — It will help you towards greater comfort and enjoyment.

PRODUCT OF JOHNSON & JOHNSON

117/6.6

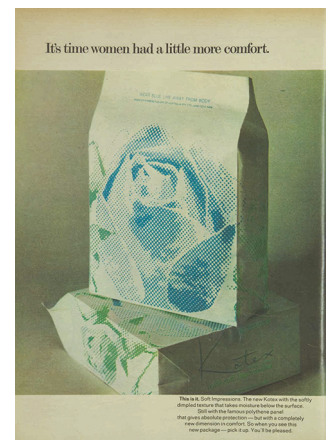
Page 32

THE AUSTRALIAN WOMEN'S WEEKLY — January 12, 1955

1960s



- | | | | |
|--|--|--|---|
| <p>1. Above: 1960, <i>The Australian Women's Weekly</i>, July 15, pp.26, Australia.</p> | <p>2. Above: 1954, <i>The Australian Woman's Mirror</i>, Vol. 30 No. 38, pp.23, The Bulletin Newspaper, Sydney.</p> | <p>3. Above: 1962, <i>The Australian Women's Weekly</i>, February 21, pp.41, Australia.</p> | <p>4. Above: 1964, <i>The Australian Women's Weekly</i>, May 13, pp.52, Australia.</p> |
| <p>5. Below: 1960, <i>The Australian Women's Weekly</i>, July 15, pp.26, Australia.</p> | <p>6. Below: 1965, <i>The Australian Women's Weekly</i>, June 13, pp.31, Australia.</p> | <p>7. Below: 1966, <i>The Australian Women's Weekly</i>, April 20, pp.89, Australia.</p> | <p>8. Below: 1967, <i>The Australian Women's Weekly</i>, September 11, pp.28, Australia.</p> |



9. Below: 1967, *The Australian Women's Weekly*, June 14, pp.50, Australia.



Modess

because

A new Blue Shield of protection

Today you have the choice of a New Modess . . .
New "Blue Polythene Shield"
Modess with an exclusive accident-proof barrier of Blue Polythene on three sides



A moisture-proof shield of soft Polythene cradles the Napkin.



Accident-proof at the bottom. Accident-proof at the sides.



Wrapped in the softest Massim® cover, the Blue Polythene Shield gives you safe, sure protection.



Your choice of Modess Napkins includes Modess Regular (green pack), Modess SUPER (pink pack) for extra absorbency and VEE-FORM® by Modess, the slimmer, form-fitting style.

Johnson & Johnson

1970s



*
1. Above: 1970, *The Australian Women's Weekly*, August 19, pp.66, Australia.



●
2. Above: 1971, *The Australian Women's Weekly*, April 14, pp.42, Australia.



●
3. Above: 1973, *The Australian Women's Weekly*, October 10, pp.90, Australia.

● *
4. Below: 1975, *The Australian Women's Weekly*, June 11, pp.90, Australia.

● *
5. Below: 1976, *The Australian Women's Weekly*, March 3, pp.44, Australia.

● *
6. Below: 1976, *The Australian Women's Weekly*, March 3, pp.44, Australia.

● *
7. Below: 1978, *The Australian Women's Weekly*, March 29, pp.50, Australia.





8.Above: 1972, *The Australian Women's Weekly*, July 12, pp.34, Australia.



9.Above: 1974, *The Australian Women's Weekly*, September 18, pp.20, Australia.



10.Above: 1974, *The Australian Women's Weekly*, September 25, pp.32, Australia.

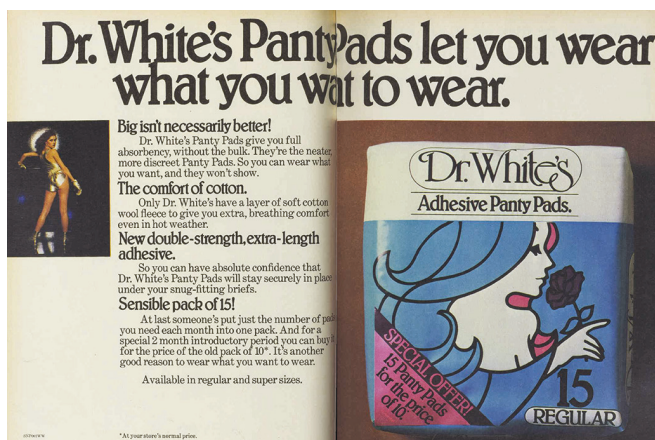


11.Above: 1975, *The Australian Women's Weekly*, January 11, pp.47, Australia.

12.Below: 1978, *The Australian Women's Weekly*, November 15, pp.142, Australia.

13.Below: 1978, *The Australian Women's Weekly*, November 15, pp.148-49, Australia.

14.Below: 1978, *The Australian Women's Weekly*, November 29, pp.18, Australia.



1980s



1. Above: 1980, *The Australian Women's Weekly*, January 2, pp.33, Australia.



2. Above: 1980, *Dolly*, May, pp.69, Australia.



3. Above: 1954, *The Australian Woman's Mirror*, Vol. 30 No. 38, pp.23, *The Bulletin* Newspaper, Sydney.



4. Above: 1980, *The Australian Women's Weekly*, August 27, pp.39, Australia.



5. Above: 1982, *The Australian Women's Weekly*, April 14, pp.50, Australia.



6. Below: 1983, *The Australian Women's Weekly*, May, pp.264, Australia.



7. Below: 1983, *The Australian Women's Weekly*, May, pp.280-81, Australia.



8. Below: 1983, *The Australian Women's Weekly*, May, pp.299, Australia.



9. Below: 1986, *The Australian Women's Weekly*, March, pp.66-67, Australia.



10. Below: 1986, *The Australian Women's Weekly*, March, pp.114, Australia.





11. Above: 1982, *The Australian Women's Weekly*, April 14, pp.50, Australia.



12. Above: 1983, *The Australian Women's Weekly*, May, pp.84-85, Australia.



13. Above: 1983, *The Australian Women's Weekly*, May, pp.90, Australia.



14. Above: 1983, *The Australian Women's Weekly*, May, pp.151, Australia.



15. Above: 1983, *The Australian Women's Weekly*, May, pp.258, Australia.



16. Below: 1986, *The Australian Women's Weekly*, March, pp.155, Australia.



17. Below: 1986, *The Australian Women's Weekly*, March, pp.297, Australia.



18. Below: 1987, *Dolly*, May, pp.31, Australia.



19. Below: 1987, *Dolly*, May, pp.142-43, Australia.



1990s



1. Above: 1992, *The Australian Women's Weekly*, April, pp.172-73, Australia.



2.Above: 1992, *The Australian Women's Weekly*, April, pp.177, Australia.



3.Above: 1994, *The Australian Women's Weekly*, October, pp.154-55, Australia.



4. Below: 1994, *The Australian Women's Weekly*, March, pp.112, Australia.



5. Below: 1994, *The Australian Women's Weekly*, October, pp.32-33, Australia.



6. Below: 1994,
*The Australian
Women's Weekly*,
October, pp.157,
Australia.



7. Below: 1987,
Dolly, March,
pp.7,
Australia.

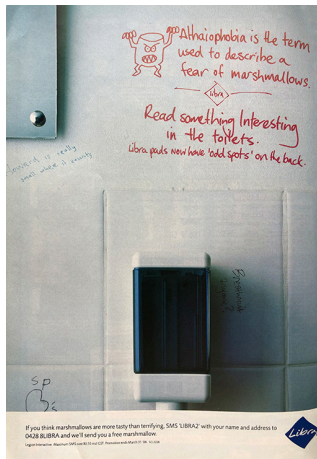


8. Below: 1987,
Dolly, March,
pp.98,
Australia.



1. Right: 2001, *Dolly*, August, pp.124, Australia.

2000s



9. Above: 2004, Dolly, March, pp.108, Australia.



10. Above: 2004, Dolly, March, pp.148, Australia.



12. Above: 2005, Dolly, March, pp.138, Australia.

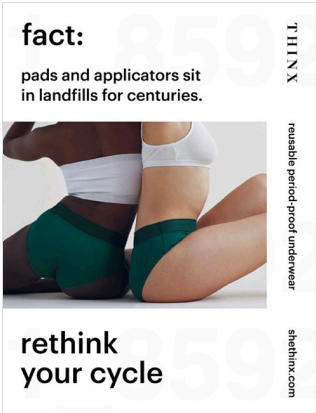


13. Above: 2009, Dolly, March, pp.130, Australia.

*We never use
dyes or chemicals
in our tampons.
We leave that to
our pack designers.*

You couldn't help but notice our colourful new packs. But, unlike many other brands, the tampons inside contain no dyes, no chemicals and no synthetic fibres, just 100% pure, natural cotton. Because, for Cottons, anything else just wouldn't be natural. www.cottons.com.au

2010s



1. Above: 2010, *Dolly*, November, pp.59, Australia.

2. Above: 2018, *Frankie*, July 1, pp.81, Australia.

3. Above: 2018, *The Australian Women's Weekly*, May 1, pp.147, Australia.



4. Below: 2019, *Girlfriend*, January 1, pp.42, Australia.

5. Below: 2020, *Girlfriend*, March 1, pp.80, Australia.

6. Below: 2020, *Frankie*, September 1, pp.61, Australia.



Sponsored advertisement

Never go back to normal.

Join the millions that have already switched to DivaCup®.

- 100% medical grade silicone
- Comfortable and easy
- 12 hours of leak free protection
- eco friendly and affordable

#innerrevolution



divacup.com



